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Razorback Athletics Annual Report, 2009-2010

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ARKANSAS



2009-10 Razorback Athletics Annual Report

LEADERSHIP

Dear Razorback Fans:

Another tremendous year of Razorback athletics has passed. It was a year characterized by great individual and team performances, hard work, dedication, excellence on the field and in the classroom, as well as moments of last second heartbreak and soaring triumph. At the time of this writing, several men's and women's teams are still enjoying post-season play and national rankings, and may even be in contention for a national title. As always, I wish them my best.

Throughout the year, intercollegiate athletics provided excitement, entertainment and drama. Our athletic teams are a source of great pride for the entire Razorback nation, and they remind us of the importance of teamwork, discipline and commitment to a common goal.

Unlike many athletics departments across the country, our department is self-sustaining. Consequently, the University of Arkansas takes great pride in the fiscal independence and responsibility maintained by Razorback athletics. Though the department's careful management of resources is necessary to accomplish this, the truth is we couldn't do it without the widespread and passionate support of our fans who show their enthusiasm week in and week out, year after year.

We are also extremely proud of the academic success of our student-athletes. While a small percentage of student-athletes expect to become professionals and do, the majority recognize what an opportunity an athletic scholarship is and take full advantage. During the 2010 spring semester, 51 percent of our student-athletes made the athletics departmental honor roll, and during the 2009-10 year, 154 Razorback student-athletes were named to SEC Honor Rolls. Also, 75 were named to the chancellor's list for the 2009-10 term, and 61 individuals managed to make straight A's—a challenge for any student, let alone one who has the additional responsibilities of being an athlete competing in the nation's most competitive conference, the SEC.

Success on the field and in the classroom means our student-athletes are making a difference on campus. They are leaders and role models, deeply engaged in university life, and contributing to the vitality of our campus.

Thank you for supporting them.

Dr. G. David Gearhart, Chancellor
University of Arkansas



Dear Razorback Fans:

Just more than a century ago after a landmark football victory over LSU, University of Arkansas coach Hugo Bezdek boasted his team “played like a wild bunch of razorback hogs.” The name quickly caught on and soon after, University of Arkansas students officially adopted one of the most unique nicknames in intercollegiate athletics.

On July 21, 2009, coaches, student-athletes and Razorback Fans gathered on Dickson Street in Fayetteville to commemorate the historic event and launch the year-long Celebration of the Razorback. Even as we paused to honor our past, more than 460 current Razorback student-athletes in 19 sports were busy writing new chapters in the history of Razorback Athletics. A thrilling football overtime win in the AutoZone Liberty Bowl, a third-consecutive trip to the NCAA Gymnastics Championships, a Southeastern Conference title in men's indoor track and an exciting NCAA Baseball regional championship at Baum Stadium all provided new entries into the next century of Razorback lore.

Athletic accomplishments were not the only benchmarks being established by Razorback student-athletes in 2009-10. Academic achievement and advancement towards graduation continued to be the focus of student-athlete development. Thanks to the hard work of our student-athletes, the commitment of our coaches and the dedication of our staff, all 19 sport programs exceeded the NCAA's single-year Academic Progress Rate (APR) for the first time in program history.

A revitalized student life program equipped Razorback student-athletes with new life skills while providing them a variety of opportunities to make meaningful contributions on campus and abroad. Participating in record numbers in outreach projects like Lift Up America, Razorback Relief: Operation Haiti and Book Hogs, Razorback student-athletes positively influenced the lives of millions of people in Arkansas and around the world.

I am excited about the progress we have made in the last few years and I am optimistic about the future of Razorback Athletics. Your loyal and passionate support of our student-athletes is vital to our success. Thank you for making a difference in the lives of student-athletes.

As we prepare for another exciting era of Razorback Athletics, I am confident that the Razorback Nation will continue to answer the call in supporting our program. As Coach Bezdek realized long ago, there is nothing like those Razorbacks.

Jeff Long
Vice Chancellor & Director of Athletics

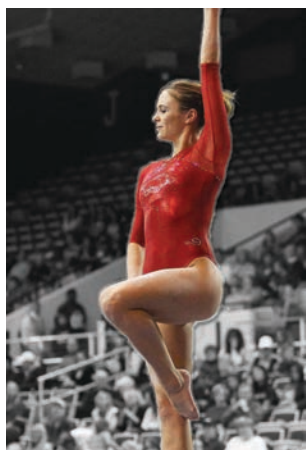


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Leadership

The University of Arkansas serves as the flagship institution of the state. As the athletic department of the Natural State's top university, Razorback Athletics understands that the more than 460 student-athletes competing in 19 NCAA Division I varsity sports have a special place in the heart of Arkansans. They are role models, and providing leadership is a core value of the Razorbacks. Leadership in college athletics takes many forms. At the University of Arkansas, striking the balance among leadership in the campus classroom, within the community at large and on the field of competition is important. From the newly established Razorback Leadership Academy to honors programs that recognize those student-athletes who serve as example of excellence in every aspect of their lives, Razorback Athletics continues to foster leadership. In 2009-10, these six athletes were selected as the Salute to Excellence honorees, and they represent the type of leaders produced by the Razorback Athletic Department.

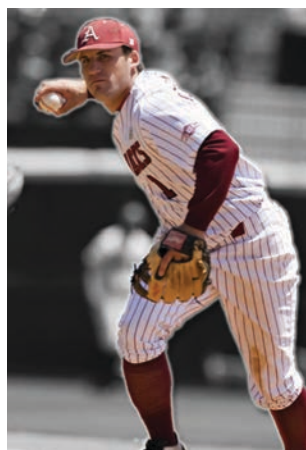


Casey Jo Magee

The co-female Athlete of the Year is a five-time All-American who made four straight NCAA regional and national appearances, including the 2009 NCAA Super Six.

"Casey Jo is a leader by example. Her hard work, complete and total dedication, and her passion for gymnastics inspired her teammates to be better students, athletes and individuals."

Co-Head Coach René Cook



Ben Tschepikow

The male Razorback athlete of the year earned All-SEC and NCAA regional tournament honors while leading Arkansas to the 2009 College World Series.

"On and off the field, Ben showed the type of leadership that every team needs to be successful, and as one of the 2009 team captains, he was a driving force in our trip to the College World Series."

Head Coach Dave Van Horn



Michelle Stout

The co-female Athlete of the Year is a five-time All-American that helped lead gymnastics to the 2009 NCAA Super Six and 2009 NCAA Regional title.

"Michelle's leadership shines in competition. Her ability to not only compete under pressure but to thrive in that environment gives the team confidence in any situation."

Co-Head Coach Mark Cook

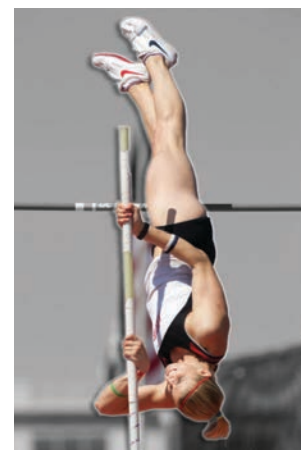


Dorian Ulrey

Along with sweeping the SEC's athlete, scholar-athlete and sportsmanship awards in 2009, the male Scholar-Athlete of the Year is a six-time All-American and NCAA champion.

"Dorian carries himself with such integrity on and off the track. He sets a great example for our team through his words and his actions."

Head Coach Chris Bucknam



Katie Stripling

The female Scholar-Athlete Award winner was a three-time All-American, a three-time SEC champion and the Arkansas pole vault record holder.

"Some lead verbally and some lead by example. Katie is the model for leading by example. She puts 100 percent into every task she chooses to challenge herself with."

Head Coach Lance Harter



D.J. Williams

A regular on community service teams, the 2009 Mackey Award semifinalist is an all-conference tight end and the inaugural Spirit of the Razorback Award winner.

"In every aspect of his life -- whether it's the weight room or with his faculty advisors -- he becomes great friends with them. If you didn't know he was a star football player, you never would because of the way he conducts himself on campus. That's what is so special about him"

Head Coach Bobby Petrino

Academic Leadership

The Mission Statement for the Razorback Student-Athlete Academic Support and Achievement division -- SAASA -- is not only about honoring the "A" student. Razorback Athletics is committed to every single student-athlete improving his or her academic performance every semester, working to achieve academic "personal bests" with each class just the same as would be expected in athletic competition and development.

51%

*Razorback
Student-Athletes
on the Spring 2010
Athletic Department
Honor Roll with grades
at or above 3.00*

In the challenging environment of Division I athletics and a flagship state university, UA student-athletes and the SAASA staff are committed to academic development. Merging individuals from many diverse academic backgrounds, the academic support staff meets student-athletes where they are and assists them in discovering and realizing their potential to achieve in the academic arena.

Time management and study skills are only two of the areas that incoming freshmen need to master in order to be successful in the classroom. From the first day on campus, new Razorbacks view graduation as their academic goal. Together, staff and student-athletes explore majors and interests. Learning specialists assist student-athletes in identifying strengths and learning styles.

Progressing toward graduation, student-athletes are challenged to meet Personal Best benchmarks such as credit hours passed or most improved GPA. These goals are defined individually and include improving semester GPAs or making the highest math grade on the team's roster. As natural competitors, student-athletes take pride in reaching their defined goal for improvement, and better results are obtained by reinforcing and rewarding achievement.



STUDENT-ATHLETE ACADEMIC SUPPORT AND ACHIEVEMENT MISSION STATEMENT

The primary focus of the Razorback Student-Athlete Academic Support and Achievement Program is to provide the student-athlete with the opportunity to develop the skills necessary to be a success in college and in life. This is accomplished through superior academic counseling, life skills training and preparation to enter the job market upon graduation.

Academic Achievement

We are often told that numbers do not always tell the full story in education. This is often true, but during 2009-10 at the University of Arkansas, the academic numbers achieved by Razorback student-athletes do provide a picture of improvement and strong performances. On almost all measures bench marked in last year's annual report, the Razorback Student-Athlete Academic Support and Achievement division saw improvements.

3.03

*Overall Razorback
Athletic Department
GPA for Spring
2010*



Overall Spring GPA at 3.03, up from 3.01 last spring semester.



The number of Razorbacks with perfect 4.0 semester grades -- the Academic Champions on the departmental honor roll -- was 66, up from 62.



A total of 293 selections to the fall and spring semester honor rolls, 256 last year.



More Chancellor's List selections -- 36 -- for Spring 2010 (26 in 2009), and overall 75 for both fall and spring combined.

For the second consecutive academic year, more than half of the Razorback teams saw improvement in their team GPAs -- 8 of the 15 squads (cross country/ track & field count as one roster) saw the cumulative grades go up. Razorback student-athletes earned 154 selections to the Southeastern Conference Honor Rolls.

Finally, athletics is often about setting and achieving personal goals. In 2009-10, the same happened in the classroom as 186 Razorbacks hit a new cumulative or semester term GPA high.



186

*Number of Razorbacks reaching a personal best
in cumulative or term GPA during 2009-10*

Academic Award Banquets

Vice Chancellor and Director of Athletics Jeff Long makes certain that Razorback student-athletes understand their ultimate goal by sponsoring the annual Senior Awards Banquet and the Scholar-Athlete Banquet. At the senior event, Long presents each graduate with a special diploma frame that includes an action photograph of their Razorback playing career to go with their University of Arkansas degree. At right, Long presents senior football student-athlete Wendel Davis with his frame. At left, he poses with members of the soccer team, the women's team GPA winners, at the Scholar-Athlete Banquet. Men's tennis was the male team GPA champion.



The Burlsworth Award

Presented each year based on the vote of the University of Arkansas' Faculty Athletic Committee, the Brandon Burlsworth Award celebrates a senior male and female student-athlete who embodies the community service, leadership and academic achievements of the late Razorback football All-American. Above, Donna Daniels, the chair of the UA Faculty Athletics Committee, and Brandon's brother, Marty, present the female award to soccer student-athlete Kathleen Paulsen. The male recipient of the Burlsworth Award was tennis player Austin King.

66

*Razorback
Student-Athletes with
Perfect 4.00
Semester Grades
in Fall 2009 and Spring
2010 semesters*



The Leadership Academy

The Razorback Leadership Academy provides an opportunity for Arkansas student-athletes to build and develop their leadership skills in order to achieve success in the classroom, on the field of play and in life.

The Academy also provides a standard of leadership among all Arkansas athletic teams.

Initiated by Assistant Athletic Director for Student-Athlete Development Eric Wood, the program has two divisions: Emerging Leaders and Veteran Leaders.

The Emerging Leader program identifies and develops high potential leaders in their sophomore or junior years. By seeking out younger student-athletes, this program develops individuals who support and learn from current team captains and leaders.

After completing the Emerging Leaders program, student-athletes progress to the Veteran Leaders Program. Here, student-athletes establish a solid, cooperative, and ongoing partnership with the coaching staff. It also provides established leaders with ongoing support as they tackle the challenging issues of team leadership and with a solid peer network for guidance and support.

This new program started during the 2009-10 academic year, and also has a leadership development component for coaches and administrators.



Top right, Assistant Athletic Director for Student-Athlete Development Eric Wood addresses the first meeting with the Razorback Leadership Academy. Based on the work of Jeff Jannsen's book the Razorback Leadership Academy began with a pair of meetings during Spring 2010 with members of all 19 Razorback teams.



2009-10 Razorback SAAC

Baseball:

Zack Cox
James McCann
Andy Wilkins

Men's Basketball:

Rotnei Clarke
Jeff Peterson
Michael Sanchez

Women's Basketball:

Charity Ford
Jamesha Townsend

Men's Cross Country/

Track & Field:

Lane Boyer
Luke Laird
Terry Prentice
Ben Skidmore

Women's Cross Country/

Track & Field:

Megan Jackson
Whitney Jones
Janice Keppler

Football:

Elton Ford
Jerico Nelson
Men's Golf:
Christoffer Arvidsson
Ty Spinella

Women's Golf:

Katy Nugent
Corinna Rees

Gymnastics:

Jaime Pisani
Michelle Stout

Soccer:

Camille Flores
Kathleen Paulsen
Sami Pesek
Britni Williams

Softball:

Amanda Caldwell
Tori Mort

Swimming & Diving:

Lynette Ng
Leah Pierce

Men's Tennis:

Austin King
Matt Walters

Women's Tennis:

Emily Carbone
Annemijn Koenen

Volleyball:

Cassie Clarke
Jasmine Norton
Kelli Stipanovich

Rewarding Leadership: The Lee Spencer Cup



Razorback soccer team members help UA freshmen move into residence halls.

Recognizing the Razorback team which best displays the goals of distinction in the classroom, academic competition, personal development and community service, the inaugural Lee Spencer Cup was awarded to the UA soccer team. Established in 2009 through the gift of Greg and Hannah Lee, the year-long competition awards points for athletic achievement, the percentage of team members participating in student-athlete leadership and personal development, the percentage of team members earning community service volunteer hours and the number of team members participating in spirit events for other teams.

FINAL SPENCER CUP STANDINGS

1) Soccer	3,091.28
2) Swimming	2,637.96
3) Women's Golf	2,564.93
4) Gymnastics	2,345.59
5) Volleyball	1,944.60
6) Football	1,671.13

Academic Leadership

Jessica Bachkora

2010 FIRST-TEAM
ACADEMIC ALL-AMERICAN



Razorback Academic All-Stars

Baseball

2010 *ESPN The Magazine* Academic All-American, Zack Cox, 3rd team (3.44, Communications); 2010 *ESPN The Magazine* Academic All-District, James McCann, 2nd team (3.95, Communication).

Women's Golf

2010 National Golf Coaches' Association All-Scholar Team, Victoria Vela, Corinna Rees and Tiffany Phelps

Gymnastics

NACGC/W All-America Team; Natalie Bohonsky, Amy DeFilippo, Kelci Lewis, Casey Jo Magee, Sarah Nagashima and Genny Salvatore, NACGA Individual Honors.

Softball

2010 *ESPN The Magazine* Academic All-America, Jessica Bachkora, 1st team (3.94 Kinesiology/Biomechanics); 2010 *ESPN The Magazine* Academic All-District Miranda Dixon, 2nd team (3.5 Health Science)

Swimming & Diving

CSCAA Scholar All-Americans: 1st team, Yi Ting Siow and Leah Pierce; Honorable mention, Katie Whitbeck, Ashley Largo, Lynette Ng, Lisa Lunkenheimer, Jilliene Schilling.

Men's XC/Track & Field

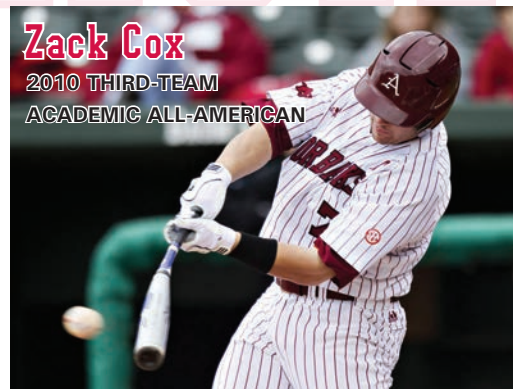
2010 *ESPN The Magazine* Academic All-District, Lane Boyer, 1st team (3.48, geology)

Women's XC/Track & Field

2010 *ESPN The Magazine* Academic All-District, Katie Stripling, 1st team (3.96, kinesiology)

Zack Cox

2010 THIRD-TEAM
ACADEMIC ALL-AMERICAN



Campus Outreach Projects

Being a part of the academic community is an important part of the University of Arkansas Athletic Department. Each year, SAASA hosts football practice events in the fall and spring for faculty to attend with their families. Once again at the 2010 spring football game, SAASA co-hosted a faculty reception with the Faculty Senate and Faculty Athletics Committee.

Of all the faculty outreach to faculty, the Professor of the Game program is one of most meaningful. Senior student-athletes vote on the faculty member who has had the greatest impact upon their academic career, and those outstanding instructors and faculty are honored by the student-athletes who nominated them at a home Razorback event.



Athletic Director Jeff Long meets with Professor of the Game honorees Janet Forbess (left) and Charles Riggs (above) prior to 2009 home football games.



The Razorback Athletic Department honored each outstanding scholar-athlete this past season at halftime of the LSU men's basketball game. All 19 teams were represented by team members who had achieved personal bests, made a university or SEC academic honor roll, or had been named to regional or national academic teams.





Chancellor's & Dean's Lists

Along with one of the best overall performances on the Athletic Department's own Academic Excellence Honor Roll, the Razorbacks had 75 on the Chancellor's List and a total of 82 on the Dean's Lists of the seven university colleges, 36 during the 2009 Fall semester and 46 for the Spring 2010 semester. Both lists saw increases from 2008-09 with a combined 28 more student-athletes earning this high university academic honor.

Razorbacks in the Community

Razorback Athletics is active in its community, and is proud of the outstanding work done by Razorback student-athletes. Both student-athletes and staff gave of their time to help make the world a better place for numerous groups and organizations throughout the year.

Among the programs included in the more than 2,500 volunteer hours performed in the past academic year:

-  Make a Difference Day sent Razorback student-athletes to several different volunteer events during the Fall 2009 semester.
-  Working with local food banks to raise donations through the SEC Yes We CAN program and the annual Lift Up America event.
-  Visiting area elementary schools to help facilitate and support the Book Hogs reading program and the Sweat Haws physical education awareness program.
-  Creating awareness for relief efforts after the Haitian earthquake and working with Numana to package a record 1.4 million meals for Haiti in late June.



As a part of the 2010 Liberty Bowl, Razorback football coach Bobby Petrino and his wife Becky led a large group of Arkansas players including Ryan Mallett and D.J. Williams in a visit to St. Jude's Children's Research Hospital. The Petrinos and players met with patients and families at the world-renowned Memphis hospital for more than an hour.



One of the largest department outreach programs is Book Hogs. At the end of the year, the top Book Hogs are invited to a special event at Bud Walton Arena. Above, soccer's Camille Flores addresses the crowd and kids get the chance to get Razorback autographs. Another major outreach is Sweat Haws, promoting physical fitness for third through fifth graders. Above right, tennis player Austin King gets kids fired up for P.E. at one of the in-school Sweat Hawg rallies.



65

Number of community service projects during 2009-10 with Razorback student-athlete participation

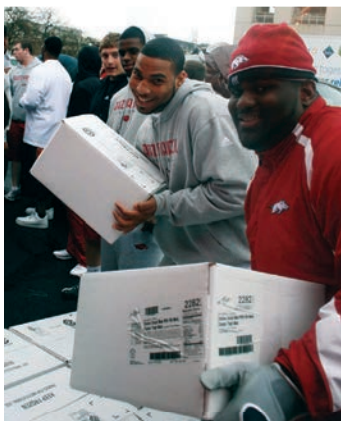
In addition to the department-wide events, individual teams stepped up with special projects ranging from assisting with Habitat for Humanity to visiting St. Jude's Children's Hospital during the Liberty Bowl week events.

The quiet efforts of our 19 Razorback teams have a long-lasting impact on the youth of our state. The incredibly positive benefit of the time spent by the Razorbacks helping the community pays tremendous dividends, not only for the University of Arkansas, but for the entire state.

And while we focus here on the positive benefits for the fresh young faces who receive an autograph or a kind word of encouragement from a Razorback, we know that there is a considerable impact upon our student-athletes, our future leaders. The opportunity to give back impresses upon them that no matter their personal circumstances when they arrived in Fayetteville, they have a chance to not only improve their lives, but touch the lives of others.

2,597

Community Service Hours Performed by Razorback Student-Athletes in 2009-10



For the third-consecutive year, Razorback student-athletes turned out to support Lift Up America. Patrick Jones and Freddy Burton (at left) help load a vehicle for one of the regional charities benefiting from the gift of food from Tyson Foods. Over 100 athletes from every Razorback team assisted in the project to combat hunger in the area.

1.4 million

Number of pre-packaged meals created during Razorback Relief: Operation Haiti.



The Tyson Track Center transformed into a packaging center for meals for Haitian earthquake victims during Razorback Relief. At right, UA grad and ESPN's Jimmy Dykes bangs the Numana gong each time 10,000 meals are completed. Members of most teams participated including, from left below, gymnastics, football defensive coordinator Willy Robinson and men's basketball.



STAFF SPOTLIGHT



Community service isn't limited to Razorback student-athletes. At left, Matt Trantham and Chris Pohl lead members of the Athletic Department Senior Staff who volunteered to assist freshmen move into residence halls in the fall.

At right, Athletic Department staff members participated in the area Angel Tree program to provide holiday gifts to local children.



In May, Razorback Athletics hosted the 12th annual UA Staff Senate's staff appreciation picnic and vendor fair at Donald W. Reynolds Razorback Stadium. Among the Razorback staff members taking time to reach out to the academic community were football coach Bobby Petrino (left) and basketball coaches Tom Collen and John Pelphrey (right). Along with Athletic Director Jeff Long and several other Razorback coaches, three dozen Razorback student-athletes also pitched in to assist with the event.

Brand Leadership

Building on one of college athletics' top programs, the University of Arkansas Athletic Department and its multi-media rights holder, Razorback Sports Properties, expanded the reach of radio and television networks and enhanced the Razorback brand during 2009-10.

One of the top achievements last season in the positioning of the Razorback brand was the negotiation by Director of Athletics Jeff Long to secure a new equipment and apparel relationship with NIKE. The Razorback Athletic Department begins the fall of 2010 with NIKE uniforms for all sports.

Arkansas' trademark and licensing program continued to rank in the top 20 in the nation. Royalties from Razorback merchandise generated a total of over \$1.7 million through the first three quarters of the 2009-10 fiscal year.

Last season was the second year in a long-term relationship between ISP Sports and its local team of RSP. The strategic partnership generated revenue, but also was important in assisting with other programs. Fans enjoyed the addition of LED ribbon boards to Donald W. Reynolds Razorback Stadium, which brought the same enhancement from Walton Arena of last season to football games.

RSP's work to expand the Razorback Sports Network resulted in greater coverage for Arkansas sports, taking the football network to nearly 50 stations in Arkansas, Louisiana and Oklahoma.

On radio, two new coaches shows launched with *Bobby Petrino Live* and *John Pelphey Live*. The Razorback football and men's basketball coaches hosted these events at local restaurants, allowing fans to ask questions and get details of how the seasons were progressing each week. On television, *Inside Razorback Football* with Bobby Petrino changed formats in 2009 to provide more in-depth detail on game breakdowns and strategy.



At the close of 2009-10, a new set of secondary logos were issued for all sports, incorporating the Classic Razorback and the new Razorback font into a single medalion look for each sport.

#19

Rank for the University of Arkansas in licensing revenue according to Collegiate Licensing Company.



Mascot Leadership: The Tusk Fund

Established last academic year, The Tusk Fund is designed to allow all fans to participate in the support of our beloved live mascot and insure the legacy for future Tusks. Shortly after his appearance at the Liberty Bowl, Tusk II passed away from natural causes, and proved the value of the legacy program as his brother stepped in to become Tusk III. At the close of the academic year, an heir to the Tusk lineage was born, and the potential for a Tusk IV in the future. During 2009-10, The Tusk Fund raised more than \$30,000 toward assisting the Stokes Family of Dardanelle, Ark., with the upkeep, feeding and care of the Tusks.

Tusk III began his service as the official Razorback live mascot in February 2010.



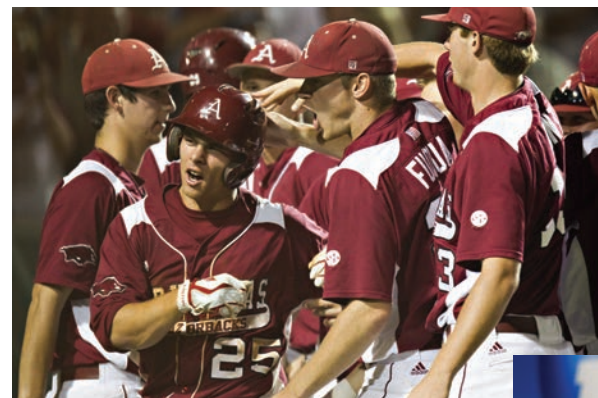
RSP also partnered with the athletic department to launch *Inside Razorback Athletics* as an official newspaper delivered to the membership of the Razorback Foundation as well as available for subscription to the public with a circulation of just over 11,000.



Athletic Leadership: Razorback Champions

While the majority of the University of Arkansas' teams made return trips to their respective NCAA Championships in 2009-10, three teams separated themselves from the outstanding overall performance of the Razorback Athletic Department through conference or regional titles captured during the academic year. Two individual Razorbacks also secured national championships for Arkansas.

Starting in the fall, Chris Bucknam's cross country team captured the NCAA South Central Regional Championship, advancing to the national meet. Bucknam won a second-consecutive Southeastern Conference Indoor Championship, continuing the Razorbacks' reputation as one of the nation's elite track and field programs.



2010 Fayetteville Regional
Razorback Baseball and Head Coach Dave Van Horn (right) advanced to Super Regionals



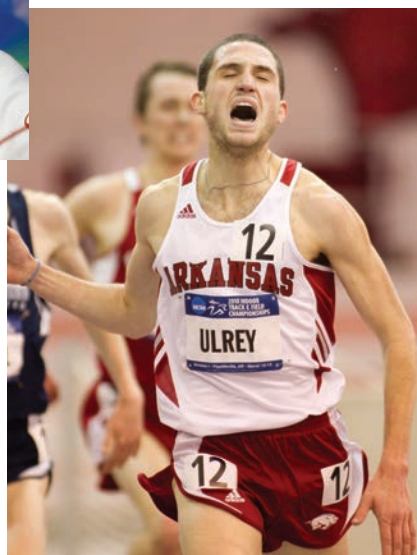
2010 NCAA Regional Champion
Men's Cross Country and Head Coach Chris Bucknam



ly, before selection to host one of the eight NCAA Regionals. Before record national crowds, the Razorbacks captured the 2010 Fayetteville Regional, advancing to drive national number one seed Arizona State into a pair of 12-inning games. Overall, the Razorbacks finished in the top 50 in the NACDA Directors' Cup for the year.

Dorian Ulrey and Alain Bailey added two more NCAA national titles to the Razorbacks' trophy case with their efforts indoors in the 3,000 meters and long jump, respectively.

Into the spring, Dave Van Horn's baseball team jumped out to one of the best starts in school history, earning rankings in the top 10 national-



NCAA Champions

Dorian Ulrey
Indoor 3,000m

Alain Bailey
Indoor Long Jump



2010 SEC Champions

Men's Indoor Track and Field and Head Coach Chris Bucknam



FALL SPORTS

It was a youth movement for Arkansas Razorback fall sports as three teams were paced by their sport's Southeastern Conference Freshman of the Year, and underclassmen filled many of the key scoring or leadership positions. Each of the five fall teams received a glimpse of a talented future as newcomers paced each squad.

Razorback football led the fall sports with a return to bowl competition, driven by its sophomore quarterback Ryan Mallett and a team filled with young players. Arkansas' 8-5 Liberty Bowl Championship season saw eight true freshmen start during 2009, a total that led the SEC and ranked second in the nation. The Razorbacks led the SEC in the number of talented sophomores on the field -- Ryan Mallett at quarterback, Broderick Green at running back



Jasmine Norton
SEC
VOLLEYBALL
FRESHMAN OF
THE YEAR

and Greg Childs at wide receiver. The large number of young returning starters from 2009 sets the stage for an explosive 2010 season.

3

Number of fall sport Razorbacks earning SEC Freshman of the Year

The teams combined for 11 NCAA South Central All-Region honors. Led by NCAA South Central Re-



Britni Williams
ARKANSAS' CAREER LEADER
FOR SHUTOUTS IN GOAL

advanced Miranda Walker and Allison to the NCAA Championship. Walker earned All-SEC honors along with her all-region award to pace the young Razorback team. Joining Allison on the SEC all-freshman squad was fellow rookie Taylor Johnson. Lance Har-

Paced by the All-America effort of Dorian Ulrey, Razorbacks fall sports claimed their share of SEC and NCAA regional participations. Razorback cross country swept the SEC's freshman awards with Solomon Haile for the men and Alyssa Allison for the women.

The teams combined for 11 NCAA South Central All-Region Coach of the Year Chris Bucknam, the men's squad took the regional title and advanced to nationals. The SEC individual runner-up, Ulrey was joined by Lane Boyer and Haile as three Razorbacks earned all-conference honors. Arkansas' women's team

Miranda Walker

SEC CROSS
COUNTRY
FRESHMAN
OF THE YEAR



ter's team had six student-athletes earn all-region with Samantha Learch, Megan Jackson and Kristen Gillespie joining Walker, Allison and Johnson. The team's third place finish continued an unbroken streak of top three at the NCAA regional, just missing an at-large team bid.

On the soccer pitch, first-year head coach Erin

Aubry had one of the finest inaugural seasons in the 20-plus year history of Razorback soccer. She became the first rookie Arkansas coach to post a winning soccer season record at 8-7-4, and led the Razorbacks to one of their fastest starts in school history. Defense was a hallmark of Aubry's first team, led by record-setting goal keeper Britni Williams. Williams became Arkansas' all-time leader with 22 career shutouts and second in career wins with 26. As a team, Arkansas had a record 10 shutouts, four against SEC competition, and a record 0.80 goals against average for the season.

The fall youth movement was a major part of Robert Pulliza's second season as the Razorback volleyball coach. Pulliza and his staff signed the first nationally-ranked recruiting

17

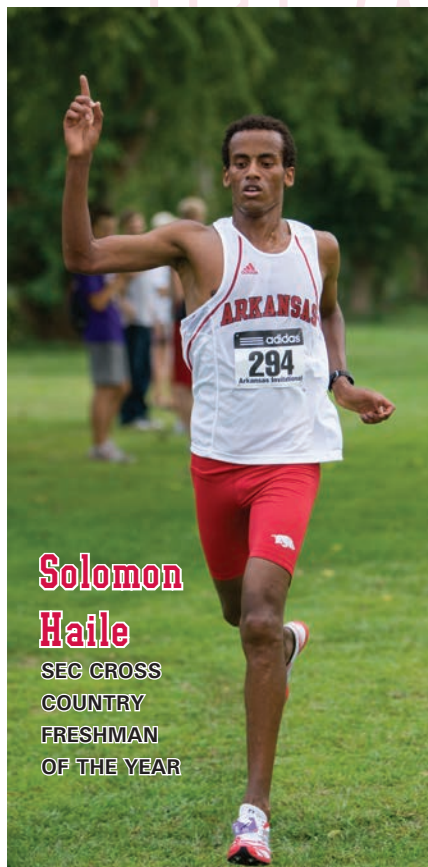
Fall sport All-SEC selections for Arkansas

class. Sending onto the court the youngest roster since the program's inaugural season in 1994, Pulliza's team defied the preseason prediction of 10th to finish sixth overall in the SEC at 13-18. Freshman Jasmine Norton became the program's sixth AVCA All-American as she led Arkansas to a six-win improvement over last season.

Norton was the SEC and South Region Freshman of the Year and was joined on the SEC all-freshman team by teammate Amanda Anderson. Pulliza closed the academic year by serving

Sweep

Razorback cross country claims both men's and women's SEC Freshman of the Year



Solomon Haile

SEC CROSS COUNTRY FRESHMAN OF THE YEAR

as an assistant coach for the Puerto Rican Junior National Team during the spring of 2010, helping his native country's team to a bronze medal at the 2010 NORCECA Girls' Youth Continental Championship and qualifying for the 2011 FIVB Youth Worlds in Turkey.

FALL SPOTLIGHT: Football

Prior to the 2009 season, Arkansas head coach Bobby Petrino stated at SEC Media Day that he felt the Razorbacks would be a much better football team than they were during his first season in Fayetteville. At the end of the year, there was a lot of evidence to support Coach Petrino's claim.

According to the NCAA, Arkansas' schedule was ranked as the fourth-toughest nationally and the Razorbacks ended the year with an 8-5 record, which was a three-game improvement over their final record in 2008

(5-7). Victories over Texas A&M (47-19) in Cowboys Stadium and against No. 17 Auburn (44-23) were among the highlights in 2009, which culminated with a thrilling 20-17 win over East Carolina in the 2010

AutoZone Liberty Bowl in Memphis, Tenn.

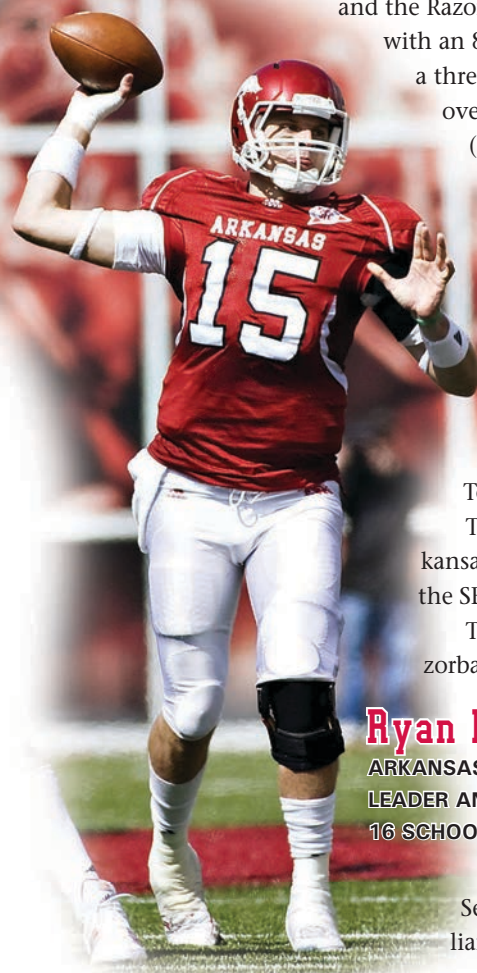
The win was the first in a bowl game for Arkansas since 2003. Arkansas finished the year ranked high in several statistical categories in the SEC and nationally.

The 2009 season marked the first time in school history the Razorbacks led the league in scoring offense (36.0) and passing offense (295.5). The Razorbacks set or matched 26 different individual or team records.

Ryan Mallett

ARKANSAS CAREER PASSING LEADER AND HOLDER OF 16 SCHOOL RECORDS

Arkansas had several players selected as All-SEC performers: Joe Adams (Second, Associated Press); Ryan Mallett (Second, Coaches/AP); Mitch Petrus (First, Coaches/Second, AP); Malcolm Sheppard (Second, Coaches/AP); D.J. Williams (Second, Coaches), Tenarius Wright (All-Freshman Team).



Malcolm Sheppard

SECOND TEAM ALL-SEC & THIRD IN TACKLES FOR LOSS FOR UA CAREER

The Liberty Bowl Experience



In front of one of the largest crowds in AutoZone Liberty Bowl history, Arkansas defeated East Carolina in overtime, 20-17. The victory was the first for the Razorbacks at the Memphis-based bowl, and marked the return to the event for Arkansas head coach Bobby Petrino (left). Petrino is undefeated at the Liberty Bowl, and led the Razorbacks to their first bowl victory since 2003.

Tens of thousands of Hog fans descended on Memphis for the post-New Year's Day bowl game, filling the downtown Beale Street area for events like the co-hosted Razorback Foundation and Arkansas Alumni Association event overlooking the Liberty Bowl parade (right).



Brisk temperatures by game-time had Razorback fans (left) bundled up, but a packed house at the Liberty Bowl was thrilled with an overtime victory. Below, Razorback players hoist the 2010 AutoZone Liberty Bowl trophy.



Ryan Mallett (left) was voted the MVP of the 2010 AutoZone Liberty Bowl. At right, one of the bowl traditions is the team captain's halftime shooting contest as the two teams attended a Memphis Grizzlies game. Mallett and Adrian Davis got the week off to the right start by defeating the ECU captains.



Bowl week is filled with events for the players. In a special visit to St. Jude's Hospital, Seth Oxner, London Crawford and Reggie Fish sign autographs for fans while Matt Marshall

participates in a karaoke showdown against ECU at the players' opening reception in Memphis.



\$11,800,000

Estimated economic impact of the over 50,000 Razorback fans for the Memphis region at the 2010 Liberty Bowl.

RAZORBACKS



50,000

*Number of tickets purchased by Razorback fans
for the 2010 AutoZone Liberty Bowl*

WINTER SPORTS

Some of the most exciting individual moments for Razorback Athletics during the 2009-10 season came during the winter months, starting with an electrifying record setting performance by Rotnei Clarke and concluding with another run to the NCAA Championship round by gymnastics as one of the program's most celebrated senior classes closed with multiple All-America honors.

On the hardwood, the Razorback basketball teams battled roster numbers, youth and injuries during what proved to be rebuilding seasons for both the men and women.

John Pelphrey's men's team battled through the fall non-conference schedule with a shortened roster, and with the full team during the spring South-eastern Conference slate posted a four-game improvement in league play over the previous season. Overcoming the tough pre-SEC record, Pelphrey's team rallied to lead the SEC Western Division until the closing weeks of the season. The Razorbacks finished the season 14-18 overall and 7-9 in SEC play, bowing out of the league tournament as the three-seed from the SEC West. The season opener against Alcorn State became one for the record books as

**Rotnei
Clarke**
SCHOOL
RECORD
51 POINTS
IN SEASON
OPENER

Clarke scored a school-record 51 points and a UA and SEC record 13 three-pointers. The sophomore from Verdigris, Okla., was named to the U.S. Basketball Writers' All-District VII team, hitting 100 three-pointers for the year, just two short of Scotty Thurman's all-time season mark, and averaging 15.1 ppg and 42.7% from behind the arc. Clarke and Courtney Fortson were All-SEC selections, with Fortson opting to declare for

the NBA draft after his season as the team's leading scorer with 17.9 ppg. The young Razorbacks also had a Freshman All-America and All-Freshman SEC selection in Marshawn Powell, who led the team in rebounding with 6.7 rpg and was third in scoring behind the guards Clarke and Fortson with 14.9 ppg.

On the women's side, sophomore C'eira Ricketts became Arkansas' first player to earn a gold medal for Team USA's U-19 team during the summer prior to the 2009-10 season. Tom Collen's Razorbacks took on one of the toughest non-conference slates in recent memory, pushing eventual 2010 Final Four team Oklahoma into overtime at Norman. Injuries hampered the Razorbacks during the always brutal SEC women's basket-

27

*Number of
winter sport
All-Americans
for the
Razorbacks*



**C'eira
Ricketts**

TEAM USA
U-19 WORLDS
GOLD MEDAL

Yi-Ting Siow

2010 SEC CHAMPION
200-YARD
BREASTSTROKE



ball slate, and the team finished the season at 12-18 overall, 4-12 in league play. With very few seniors, the future is strong for Collen's team which broke the mark for the greatest comeback in school history, rallying at South Carolina from an 18-point deficit to victory in a game televised by ESPN2. Senior Charity Ford led the team with 12.6 ppg along with sophomore Lyndsay Harris, also with 12.6 ppg.

In the pool, Arkansas scored new bests for the Razorback swimming and diving program, including an all-time best team score at the SEC Championships and Yi-Ting Siow became the first Razorback to post back-to-back SEC individual championships, and only the fourth in SEC history to defend a league title in the 200-yard breaststroke. Overall, Arkansas set 11 new school records in the pool during 2009-10.

On the indoor track, the Razorbacks were both host and champions once again. For Chris Bucknam's men's team, Arkansas captured yet another SEC Indoor Championship while serving as the league championship host. The Razorbacks made a sweep of the distance events, taking the three individual titles for mile, 3,000 and 5,000 meters, plus the distance medley relay. Dorian Ulrey achieved a triple with the mile and 3,000 individual titles, plus running a leg on the DMR. Scott MacPherson took the 5K title. Ulrey was joined by Drew Butler, Andrew Pennington and Chris

2

*Number of
winter sport
NCAA
National
Champions*

WINTER SPOTLIGHT: Gymnastics

Bilbrew for the DMR title. Arkansas also continued its power in the horizontal jumps with Alain Bailey and Tarik Batchelor going 1-2 in the long jump.

Ulrey was named the SEC and NCAA South Central Runner of the Year while Bucknam swept the SEC and NCAA South Central Region Coach of the Year awards.

Arkansas also closed out a decade of hosting the NCAA Championship with the ninth indoor event in Fayetteville. Ulrey and Bailey won national titles, pacing eight athletes earning nine All-America honors as the Razorbacks finished fifth as a team, their best NCAA finish since 2006.

For the Razorback women's team, Lance Harter guided Arkansas to a SEC runner-up finish as a team, capturing three individual titles. Shelise

Williams was a two-time champion, taking the open 400 meters and carrying the baton for a leg on the first-ever Arkansas 4x400 relay to win the SEC title. Tina Sutej continued Arkansas dominance in the pole vault with the league title. Overall, Harter's team had 10 All-SEC honors and three on the all-freshman team. At the NCAAAs, Williams was also a two-time All-American as she joined Whitney Jones and Regina George with double honors leading eight women's athletes with 11 awards.

Shelise Williams
2x 2010 SEC
CHAMPION
INDOOR 400m
& INDOOR
RELAY

Arkansas' gymnastics program maintained its status as one of the top programs in the country by finishing 11th in the nation in 2010.

The Razorbacks have existed for just eight years, but Arkansas has earned a spot in an NCAA regional seven-consecutive seasons and advanced to the NCAA Championship four times, including four times in the last five years and in three-consecutive seasons.

In 2010, co-head coaches Mark and René Cook guided Arkansas to top 25 victories over Missouri (No. 10), Kentucky twice (at No. 12 and No. 18), Auburn (No. 16), Iowa State (No. 17), Arizona twice (at No. 20 and No. 21) and Minnesota (No. 22).

The Razorbacks recorded three of the top five team totals in school history during the year, including topping the 197-point mark for the first time with 197.025 points in the home win over No. 16 Auburn.

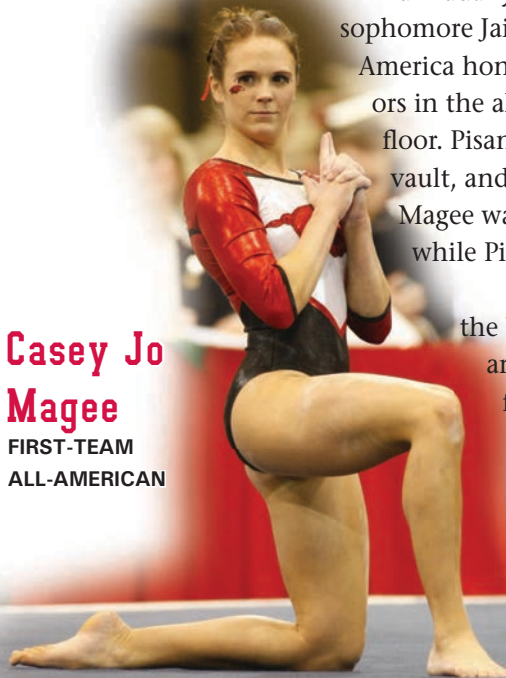
Individually, senior Casey Jo Magee and sophomore Jaime Pisani combined for seven All-America honors. Magee earned first-team honors in the all-around, and on bars, beam and floor. Pisani was a first-teamer on floor and vault, and a second-teamer in the all-around. Magee was also a first-team All-SEC selection while Pisani made the second team.

Magee, a two-time SEC Gymnast of the Week selection, finished second in the nation in the all-around, fourth on beam, tied for fifth on bars and 12th on floor. Pisani was 10th on floor and tied for 12th on vault.

Magee, who was ranked No. 1 in the nation on beam for three weeks, won 31 individual event titles and set the school all-around record three times, setting the mark with a 39.675 against No. 2 Oklahoma. She also tied school records of 9.95 on beam and floor.

Pisani won 18 individual event titles and tied the school record with a 9.95 on floor.

Casey Jo Magee
FIRST-TEAM
ALL-AMERICAN



Jaime Pisani
FIRST-TEAM
ALL-AMERICAN



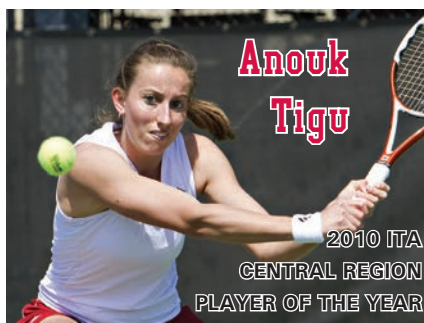
SPRING SPORTS

The Razorback baseball team's run to a dramatic finish in the NCAA Super Regional dominated the spring months for the University of Arkansas, but each spring squad had important highlight moments in 2010.

Leading the way among the spring sports was a pair of NCAA championship performances, starting with the 15th place effort by the Razorback women's track and field team at the NCAA Outdoor Championships in Eugene, Ore. Tina Sutej continued Arkansas' power in the vault, winning the SEC title before closing as the national runner-up at the NCAA.

The sprints, relays and vault led the women's team to one of its best team performances outdoors in the past few seasons. Two-time outdoor All-American Shelise Williams and Regina George both reached the 400 meter finals at the NCAAAs, and were half of Arkansas' record-setting SEC Champion 4x400 relay team. Whitney Jones and Karen Thomas joined in on the relay, giving Arkansas a sweep in the event at the conference level. Tina Sutej continued Arkansas' power in the vault, winning the SEC title before closing as the national runner-up at the NCAA.

The Razorbacks women's tennis team reached the second round of the NCAA tournament for the third consecutive year, the fourth for



Coach Michael Hegarty in his seven years at Arkansas. Junior Anouk Tigu posted a 24-11 record to rank 29th in the country and earned ITA Central Region Player of the Year while reaching the second round of the NCAA Singles Championship. Hegarty's 22nd-ranked team was led by underclassmen to an 18-10 overall mark and 6-5 in the SEC. Along with Tigu as a first-team All-SEC pick, freshman Kelsey Sundaram was on the league freshman team and the ITA Central Region Rookie of the Year. Fellow freshman Valentina Starkova won her flight at the SEC Fall Coaches Classic.

New head coach Mike Larabee got the Arkansas softball team off to the best start in school history in SEC action at 8-2, highlighted by a double-header sweep at top 10 ranked Georgia. Larabee's squad also served as host for the 2010 SEC Tournament in Fayetteville, and participated in the opening round as the eighth seed. Under Larabee's coaching, Miranda Dixon became the Razorbacks' first-ever NFCA All-American selection. Fellow senior Jessica Bachkora was named All-SEC and Academic All-American. Arkansas finished the season 24-26.

The Razorback women's golf team reached the NCAA Regional for the sixth-consecutive year, and the third straight under current head coach Shauna Estes-Taylor. Led by first-team all-SEC and second team National Golf Coaches Association All-American Kelli Shean, the Razorbacks were third overall at the 2010 SEC Championships. Shean opened the fall by taking

her first career medalist honor, leading the team to the Sunflower Invitational title. During the regular season,

Arkansas posted five top 10 finishes, and in spite of late season injuries closed 13th at the NCAA West Regional.

Men's golf was a mix of veterans and youth. The Razorbacks showed their future potential by posting a school-record best round of 278 on the first day of the SEC Championship, and posted an 853 -- two-strokes better than the school record from 1995 when Arkansas won its own SEC title. Capitalizing on the low scoring to place fourth at SECs, the Razorbacks were eighth at the NCAA Southeast Regional. Senior David Lingmerth led the way as a PING All-America Honorable Mention and first-team All-SEC. Freshman Austin Cook was named to the league's rookie squad. Medalist at the Battle at the Beach, Lingmerth posted the third best stroke average in school history at 71.63 and was selected to complete on the Palmer Cup European Team in the summer.



Graduating seniors Taylor King, Dmitry Lebedev and Bradwin Williams guided the men's tennis team to victories over top-ranked teams including South



Carolina, Columbia and Oregon. Coach Robert Cox's team received key senior leadership from the trio, but the team's youth provided the top performances, led by junior

Chris Nott, who finished the season ranked 67th in the country and an alternate for the NCAA Singles Championship. Paired with Lebdev, the All-SEC Nott reached the round of 16 at the ITA Men's All-American. Nott led the team with a 17-15 singles and 22-13 doubles to earn All-SEC second team honors. Sophomore Matt Walters was 13-11 in singles and named to the SEC Community Service Team.

Chris Bucknam's young men's track and field team was hit with the injury bug to several key performers. Short on numbers by the championship season, the Razorbacks finished seventh at the SECs, then lost one of its national individual title favorites with a season-ending injury to 2010 NCAA Indoor Champion Alain Bailey. Bailey made a heroic effort to capture the SEC Outdoor long jump title with one of the world's top individual efforts of the year on his final jump. Arkansas placed four on the league's all-freshman team, led by distance stars Solomon Haile (10K) and Eric Fernandez (5K). Decathlete Matt Kirbos and Hunter Bourke in the 400-meter hurdles rounded out the freshman team members.

Eric Fernandez
2010 FRESHMAN ALL-SEC



SPRING SPOTLIGHT: Baseball

For the ninth-consecutive season, the University of Arkansas baseball team earned a spot in the NCAA Division I Baseball Championship. With the help of an outstanding regular season which included a second-place finish in the SEC West, the Razorbacks were selected as one of the 16 hosts for the Regional round of the NCAA Tournament.

With its victory in the Fayetteville Regional, Arkansas advanced to the Tempe Super Regional. It marked the program's fourth overall, and second-consecutive trip to the Super Regional round since the format was adopted in 1999.

The Razorbacks finished the season with a 43-21 overall record, tied for the seventh-highest win total in school history. With its win total, Arkansas put together back-to-back 40-win campaigns for the first time since the 1990 and 1991 seasons; after posting 41 victories in 2009.

Among many impressive streaks during the season, the Razorbacks had a 13-game winning streak, the longest by an Arkansas team since the 1996 club opened the year with an 18-0 record. Included in the Hogs' 13-game run was the program's first-ever road sweep at Mississippi State.

At the plate, Arkansas' bats put together a 17-game stretch with at least 10 hits, including a 30-hit, 32-run outburst against Saint Louis. That game featured a school-record 14-run inning that propelled the team to its most lopsided victory of the season, 32-8. During the 2010 season, the Hogs hit a program-record 92 home runs, besting the previous mark of 84 long balls hit by the 1999 club.

The pitching was also strong for the Razorbacks as the team was ranked in the top three of team ERA in the SEC during a majority of the season. In a show of great balance, Arkansas finished the year with a batting average over .300 and an ERA under 4.00 for the first time since 1990. The Razorbacks hit .306 as a team and posted a 3.93 team ERA during the year. Individually, the Hogs had their share of impressive displays.

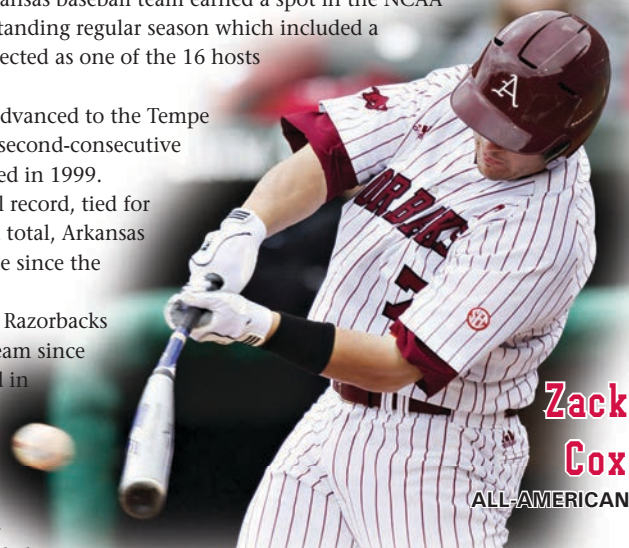
Drew Smyly
2010 ALL-SEC



Zack Cox emerged as one of the nation's top hitters en route to breaking a pair of school records, leading the SEC with a .429 batting average and 102 hits. He was the first Razorback to eclipse the 100-hit total, he also broke the school mark for singles in a season. Cox, a 2010 *ESPN the Magazine* Academic All-American, was named to the All-SEC First Team. Teammates Brett Eibner and Drew Smyly grabbed spots on the all-conference second team. Cox also garnered All-America honors from Ping!Baseball and Yahoo!

Sports. He was joined by Eibner on the Ping!Baseball list. Eibner and Andy Wilkins joined the list of all-time sluggers in Arkansas baseball history with their power display. Both ended the season with 42 career home runs which tie the duo with Jeff King for third place on the program's all-time list.

Head coach Dave Van Horn reached career milestones, too. During the season, he won his 300th game at Arkansas (April 9 at Mississippi State) and secured his 900th victory as a collegiate head coach (May 21 at Vanderbilt).



Other Department Highlights

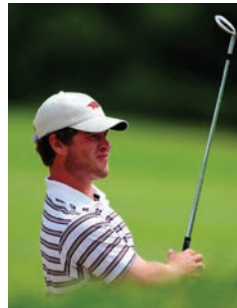


Several Razorback coaches also participated with national teams during the 2009-10 academic year. Softball's Mike Larabee (left) is an assistant coach for USA Softball's Futures Team. Volleyball coach Robert Pulliza (center) traveled with the Puerto Rican Youth National Team this past spring as they qualified for the world youth championship in 2011. Women's basketball associate head coach Tim Eatman (right) is the senior women's national coach for Jamaica this summer.

Sophomore Justin Holmes is a member of the University's Army ROTC. He attended Airborne School last summer and will attend a cultural immersion program in Egypt this summer. Holmes throws the shot put and the discus for the Razorbacks.

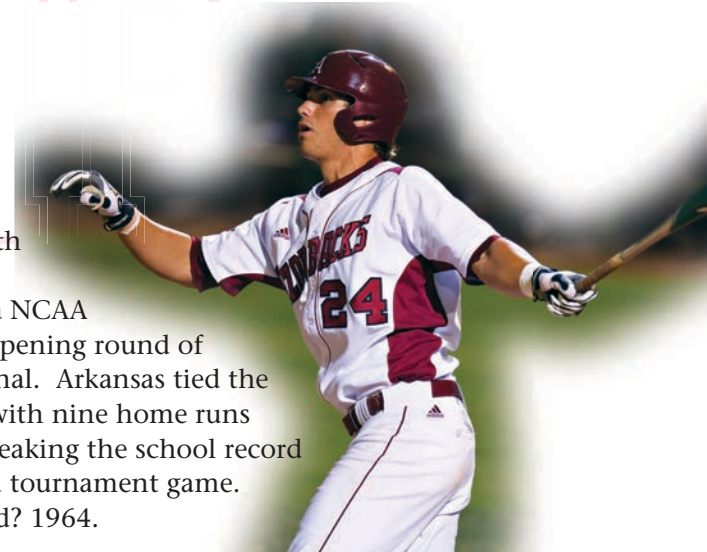


Gymnastics senior Sarah Nagashima not only earned All-America honors, the apparel design major created one of the team's distinctive competition leotards, incorporating the "A" shape into a fashion swoop across the front of the uniform.



Senior men's golfer David Lingmerth not only posted the third highest stroke average in UA history, he was placed on the Palmer Cup European Team, competing this summer in Northern Ireland.

Brett Eibner led the way with three home runs and seven RBI as the Razorbacks tied a NCAA tournament record in the opening round of the 2010 Fayetteville Regional. Arkansas tied the NCAA tournament record with nine home runs against Grambling State, breaking the school record and equalling the most in a tournament game. The last time that happened? 1964.



The Razorbacks had two regional coaches of the year in 2009-10. Women's tennis coach Michael Hegarty (above) was the ITA Central Regional Coach of the year, while men's track head coach Chris Bucknam picked up both regional coach of the year awards in cross country and indoor track, plus the 2010 SEC Coach of the Year for the indoor season.

Associate Director of Academics Waga Damuni recently graduated from the NCAA's 2010 Leadership Institute for Ethnic Minority Males and Females. Damuni, who works with the Razorback football team, attended four-consecutive weekend development sessions and a week-long workshop with the purpose of expanding their experience in leadership roles.



Three Razorback women's golfers are qualified for the 2010 U.S. Women's Open. Two former players, LPGA tour member Stacy Lewis and Lucy Nunn, are joined by returning senior Kelli Shean. All were recruited and coached by current head coach Shauna Estes-Taylor (above).



Diversity Leadership

Taking part in the University of Arkansas' efforts toward promoting diversity within the student body and the institution as a whole is important to the Razorback Athletic Department. To foster greater participation in diversity, Director of Athletics Jeff Long appointed Deedee Brown-Campbell as the Razorback Athletic Department's Diversity Coordinator and made the diversity position a part of the department's Senior Staff.

As Diversity Coordinator, Brown-Campbell served as the representative for Razorback Athletics on several campus-wide programs, including the Chancellor's Council on Diversity and as co-chair of the University's annual Martin Luther King, Jr., Day events. She also assisted the UA Vice Provost for Diversity and Inclusion with student recruiting trips in southeast and central Arkansas.

The Razorback Athletic Department received a grade of "A" on the Black Coaches and Administrator's Association most recent report card, and took part in the national drive by the BCA for its Legacy Fund Campaign. Over 30 coaches and staff members took part in NCAA-sponsored diversity education during the spring.

Once again, Razorback Athletics took an active role in promotion of Black History Month through its website, producing a feature story each day members of the athletic or academic community who were recognized as Trailblazers of UA. Among the notable honorees were the previous members of the Silas Hunt Awards, presented campus wide to distinguished former African-American alumni or uniquely impacting faculty or staff members.



Arkansas Athletics created a Trailblazers of UA series in conjunction with the Chancellor's Council on Diversity.

Brown-Campbell was joined by Monica Jones on the University's Campus Climate Committee. A part of the UA Office of Diversity, two university-wide groups focus on strategies to recruit and retain more underrepresented students while the second concentrates on issues related to underrepresented faculty and staff.

Among the other events Razorback Athletics served as a participant or sponsor during 2009-10 were the Arkansas Black Hall of Fame banquet, the 14th Annual Martin Luther King, Jr., Recommitment banquet, Alpha Kappa Alpha sorority's celebrity waiter event, and the SAAC MLK clothing drive. The Razorback women's basketball team celebrated Latino Day with special outreach and half-time programs. The athletic department also hosted National Women and Girls in Sport Day.

A
Razorback Athletics' Most Recent BCA Report Card grade



Robert Weathers conducts a session of the NCAA Diversity Education Workshop for members of the Razorback Athletic Department's student-athletes. Representing the National Consortium for Athletics and Sports, Weathers also conducted sessions on diversity training for members of the University of Arkansas' Athletic Department coaches and staff.



Athletic Director Jeff Long (standing, far left) and Assistant Athletics Director Eric Wood (standing, far right) are joined by student-athletes representing several Razorback athletic teams for the 14th Annual Martin Luther King Jr. Recommitment Banquet.

Media Relations

When it comes to keeping the Razorback Nation informed, the Athletic Media Relations Department continues to serve as the official source of information on the University of Arkansas' 19 intercollegiate sports programs and its more than 460 student-athletes.

In 2009-10, members of the AMR staff produced almost 3,000 press releases, game notes and feature stories highlighting the many accomplishments of University of Arkansas student-athletes and teams in athletic competition, in the classroom and in the community.

Promoting and publicizing the Razorbacks daily through the department's official website, ArkansasRazorbacks.com, the AMR staff also served as the department's primary liaison with local, regional and national newspapers, magazines, television and radio stations and on-line media outlets.

In addition to facilitating daily requests from those outlets covering the Razorbacks, the AMR department implemented efforts to garner coverage of athletic department-wide events such as 100 Years of the Razorback, academic success, diversity advancement stories, Razorback Relief: Operation Haiti and other community service activities.

In 2009-10, Razorback student-athletes and coaches were featured on numerous occasions by some of the nation's leading media outlets including ESPN, ESPN.com, ESPN The Magazine, CBS Sports.com, CNN.com, The Sporting News, FoxSports.com, Baseball America and Track and Field News among countless others.

Strategic promotional campaigns were tailored for individual Razorback student-athletes. In 2009-10 alone, Razorback student-athletes earned 38 All-America honors, 72 All-SEC selections and 52 SEC player of the week honors.

With the continued success of the athletics program, student-athletes and coaches are afforded many opportunities to represent the University of Arkansas and the Razorback program. The AMR staff works with student-athletes, coaches and administrators to help prepare them

for interactions with the public through various media training initiatives.



Assisting Razorback student-athletes with media training and facilitating appearances on national media is one of the core tasks for Athletic Media Relations

100 +

More than 100 Razorback athletic competitions were televised in 2009-10 on a wide range of networks including CBS, ESPN, ESPN2, ESPNU, SEC Network, Comcast Sports Southeast, Fox Sports Net, ESPN Game Plan and ESPN3.



Nearly all of Arkansas media guides were produced in-house in 2009-10 resulting in a significant savings to the department. The office also handled the coordination of all collateral material such as schedule cards, posters and other promotional items to have a single look for each sport. In recent years, dozens of Razorback media guides have been selected among the best in the nation by CoSIDA.

2,782

Number press releases generated during the 2009-10 season.



Inside Razorback Athletics was edited and written by members of the Athletic Media Relations staff. The tabloid magazine debuted in 2009-10, and is produced monthly from August to May and provides insight into Razorback Athletics. More than 100,000 issues have been sent to Razorback Foundation members and distributed in key market areas.



Through the efforts of Athletic Media Relations, Razorback student-athletes were regularly featured on national sports websites, ranging from ESPN (left), Fox Sports (above) and The Sporting News (right) just to name a few.



Razorback New Media



25,000 +

Number of users that downloaded iHog, the Razorback Athletic Department's official app, from the iTunes Store in 2009-10

Created as an independent unit to service the entire athletic department with on-line content, Razorback New Media launched several new outreach programs for the Arkansas fan base. Operating "from the world-wide headquarters of the Razorbacks," RazorVision and its many on-line platforms took both content from the Athletic Media Relations Office and original content created within New Media, literally around the globe.

From members of the Arkansas Air National Guard's 188th stationed in Kandahar, Afghanistan, following interactive baseball blogs to Arkansas Alumni Association groups from San Francisco to New York City using streaming video or audio to follow Razorback events, New Media was taking key information to Arkansas fans no matter where they live.

With iHog, the official "app" for the Apple iPhone/iTouch/iPad family, New Media took Razorback news to fans wherever they were with their phones. Launching in September 2009, iHog was one of the top 20 sports applications for downloads in iTunes during its first weeks, and by the end of the year had more than 25,000 users.

New Media secured the name and set up the launch of the first official Facebook page for Razorback Athletics in early winter, and in only seven months, Facebook/ArkansasRazorbacks celebrated its 50,000th fan. Arkansas doubled its following on Twitter in 2009-10, keeping @ArkRazorbacks as one of the largest news or sports feeds from the state of Arkansas and among the top four in the SEC.

These new initiatives joined the existing mission of New Media to manage the official website for the athletic department, ArkansasRazorbacks.com, and to produce the video for most home video boards and provide streaming video and audio from home events. Multi-camera productions from each home venue were created for fans and streaming video was provided for every ticketed home event this season -- a total of 148 contests. In 2009, the website had 2.8 million unique visitors and over 25 million unique page views.

RazorVision also produced 15 episodes of Courtside with Tom Collen, an on-line women's basketball coaches' show, over 20 episodes of Ask the A.D., a sit-down interview with athletic director Jeff Long that includes questions submitted through the website by fans; and a week of Liberty Bowl specials from Memphis, Tenn.

In addition, over 50 press conferences and other special events were streamed live. Combined with audio from Razorback Sports Properties, over 350 events were streamed live in 2009-10.

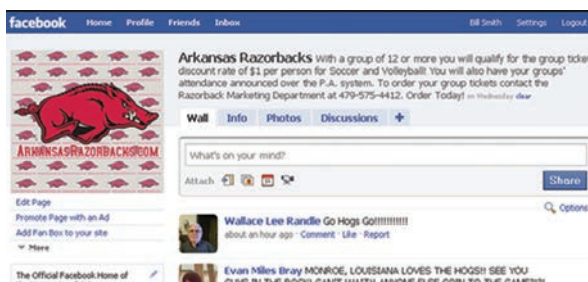
2,884,415

Number of unique visitors to ArkansasRazorbacks.com during the most recent full year.



50,000 +

Number of friends that joined in to follow the University of Arkansas' official Facebook page -- in just eight months of 2009-10.



257 hours

Amount of time it would take to watch all the video clips and productions in the 2009-10 season from RazorVision



25,000 +

Number of readers during the last three months of the 2009-10 season of the Razorbacks' CoverItLive interactive blogs in four sports.

Championship Events

The University of Arkansas has a nationwide reputation as a top-flight host of collegiate sporting events, and 2009-10 brought national and conference championships to Northwest Arkansas. In addition, regular season events and promotions once again resulted in over a million fans attending Razorback home events.

The nation's track and field elite returned to Fayetteville for the 2010 NCAA Division I Men's and Women's Track and Field Championships at the Randal Tyson Track Complex. The Tyson Track also hosted the 2010 Southeastern Conference Indoor Track and Field Championships. In the spring, the University of Arkansas set SEC records for attendance with the 2010 SEC Softball Championships at Bogle Park. The Razorbacks closed out the year with the Fayetteville NCAA Division I Baseball Regional at Baum Stadium.

Record setting and nation leading are a pair of terms once again associated with Arkansas home attendance. The Fayetteville Regional led the nation in paid attendance -- almost 45,000 fans -- and the largest single session attendance -- 8,428 -- making Baum Stadium once again the finest venue in the country for collegiate baseball.

The economic impact of these four championship events was estimated by area convention and tourism officials to be over \$12,715,869 to the Northwest Arkansas economy when factoring the average spending of the almost 55,000 fans that attended during 2009-10.

Adding in another year of outstanding home event attendance -- yet another Million

Fan Year for the Razorbacks -- Arkansas Athletics remains one of the greatest draws in all of collegiate sports.



1,149,641
Number of fans attending Razorback home events during 2009-10.



Record-setting crowds attended the 2010 SEC Softball Tournament at Arkansas' Bogle Park in May.



Once again, the track and field world came to Arkansas for both the 2010 NCAA Division I Indoor Championships and the SEC Indoor Championships. The back-to-back major championships brought over 11,000 fans and over 2,000 competitors, coaches and administrators to Fayetteville in February and March.



100 Years of Razorbacks

To honor the anniversary of Hugo Bezdek's famous declaration that his team had played "like a band of fighting Razorbacks," the Athletic Department conducted a year-long, all-sport celebration of the 100 Years of Razorbacks. With a special logo (left) used by all teams, the year started with a huge rally (below left) near the Dickson Street train station.

The reenactment included the dedication of a university historical plaque (below right) to commemorate the Razorback name. During the 2009-10 year, individual fans of the year were selected for each sport and a Fan of the Century received a special prize package at the 2010 spring football game. The department also saluted Legendary Fans, nominated by fellow fans, as some of the top supporters, each of whom were profiled in the Razorback Foundation's new publication, *Inside Razorback Athletics*.



Razorback football coach Bobby Petrino began a new tradition with a Kickoff Luncheon. The sold-out event will be an annual event. At left, the master of ceremonies, ESPN's Jimmy Dykes, prepares to introduce Coach Petrino. Below left and right, one of the goals was to bring together the entire football team together with local civic and business leaders and allow fans to get autographs and meet the players and coaches.



Special Events



To honor the scholar-athletes of the entire athletic department, Bud Walton Arena was transformed for the 2009-10 Razorback Scholar-Athlete Banquet. Honoring the top individual and team scholar-athletes, the event was attended by members of the University's Chancellor's Cabinet and addressed by Dr. G. David Gearhart along with members of the athletic department's SAASA team.

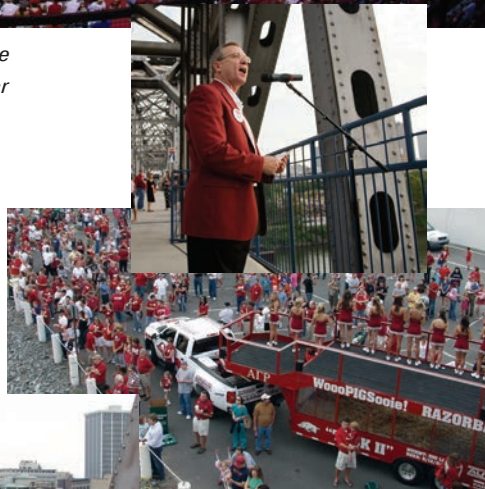


Above, the annual Red Tie Salute to Excellence honored six of the athletic department's outstanding leaders: gymnasts Casey Jo Magee and Michelle Stout, runner Dorian Ulrey, football's D.J. Williams, vaulter Katie Stripling and baseball's Ben Tschepikow.



RazorRock

Creating a week of events to reinvigorate the Razorbacks' annual first game at War Memorial Stadium in Little Rock, RazorRock was a tremendous success in its inaugural year. Starting with Razorback coaches and administrators at local events like the Little Rock Touchdown Club, the highlight of the festivities was a Friday evening pep rally in downtown.



Start of a new tradition

A record-setting crowd filled Dickey-Stephens Park in North Little Rock as the Razorback baseball team played its first game in over a generation in Central Arkansas. The 10,200 paid attendance is the most to ever watch baseball at the home field of the Arkansas Travelers. As a result of the overwhelming support from Central Arkansas, plans are underway to make the game an annual event starting in 2010-11.

Razorback basketball continues to be a strong part of the Central Arkansas tradition. Arkansas played before the largest crowd for college hoops in Central Arkansas in 2009-10 during Liberty Bowl week against former SWC rival Baylor at Verizon Arena.



Razorbacks Around Arkansas

One of the most important aspects of the University of Arkansas Athletic Department is the fact that Razorbacks belong to the entire state of Arkansas. From the long-standing tradition of playing home contests in Central Arkansas to the wide network of Razorback Clubs that span the entire state, the Cardinal and White covers Arkansas.

In the past academic year, Razorback coaches and staff members have fanned out across Arkansas to attend these various events. New for 2009-10 was a special signing day event in Little Rock, mirroring the annual event hosted in Fayetteville on football's signing day.



Football fans packed events in Fayetteville (top left) after Bobby Petrino announced his class (top right) to the statewide media. Above, Petrino signs autographs at the Little Rock event, another sellout event (at left).



One of the largest events is the George Billingsley Northwest Arkansas RC meeting held annually in Bentonville.

On the Road with the Razorback Clubs

One of the important outreach programs of the Razorback Foundation is working with the local clubs on annual banquets and special fund-raising events during the year. In 2009-10, Razorback Foundation staff visited each of the 23 Razorback Clubs spread across the region accompanied by Razorback head coaches and administrators.



Large turnout for a joint event between Little Rock RC and Arkansas Alumni Association at Dickey-Stephens Park.



Football coach Bobby Petrino was in high demand this year, speaking at numerous Razorback Club events, along with the Voice of the Razorbacks, Chuck Barrett.



Athletic Director Jeff Long was a regular at events, here with members of the Spa City RC and the Razorback Foundation's new asst. director Jessica Dorrell.



Above, men's basketball assistant coach Rob Evans joins members of the Fort Smith RC at their annual golf outing while at left, volleyball coach Robert Pulliza, men's track coach Chris Bucknam and former AD Frank Broyles are among the Razorback dignitaries on the dias at the Petit Jean RC meeting.



Facility Improvements

The future was on the mind of the Razorback Athletic Department and its facility management areas. In addition to several behind-the-scenes projects, the most significant single item during the 2009-10 was the start of a comprehensive facility master plan. Joining forces with the University of Arkansas, the Razorback master plan is designed to survey the current state of all athletic facilities and create a road map for future renovations and expansions.

The goal of the master plan is to make the most economical use of the resources provided by the Razorback fans for the University of Arkansas' athletic department and to insure that those future buildings fit within the University's overall guidelines and master plans.

\$1.9m

Total funding spent during 2009-10 for facility improvements.

The selection of the lead firm to direct the process was the first step. In consultation with University Facility Management, Populous, a world renowned architectural firm specializing in sports facilities and partnering with local firms, Modus and Polk, Stanley and Wilcox, was chosen to perform the Master Plan. Throughout the winter and spring months of 2009-10, experts from the Populous team met with Razorback administrators,

coaches and working divisions to determine a set of priorities for the next decade.

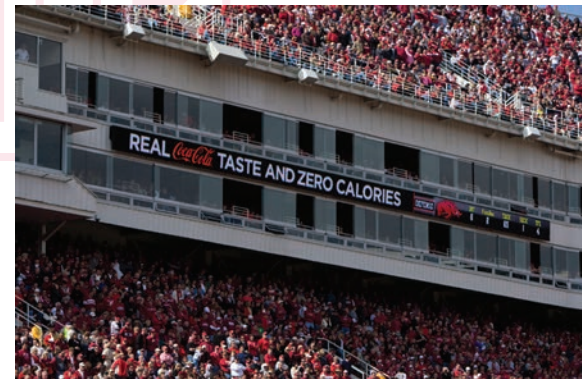
After review by Athletic Director Jeff Long and the University Chancellor,



The newly renovated Razorback volleyball locker room took the existing space for the team at Barnhill Arena and upgraded it with new lighting, graphics and an expanded lounge area (at right). Above, keeping with a volleyball theme, the new dressing room area was built with a rounded wall.



One of the largest single projects of 2009-10 was the addition of new ribbon board signage in Donald W. Reynolds Razorback Stadium (right) and large Razorback graphics on the north end zone (below).



Dr. G. David Gearhart, the new master plan will be completed sometime during the Fall of 2010. Among the priority areas addressed by Populous were working spaces for the athletic department, particularly the areas utilized by student-athletes and staff often not seen by the general public. The report also prioritized the immediate construction needs for certain facilities, including a future academic support facility, a basketball practice venue and football operational needs.

While the future was of high importance in 2009-10, many immediate facility needs were addressed by the Athletic Department. One of the most noticeable was the addition of LED ribbon boards to Donald W. Reynolds Razorback Stadium before the start of the 2009 season in Fayetteville and the addition of new window graphics in the north end zone of the stadium. Fans had the chance to enjoy an upgraded sound system at Reynolds Razorback Stadium.

At Barnhill Arena, Razorback volleyball received a new locker room. Renovations were made to the women's basketball locker room at Walton Arena and the baseball team's locker room and reception area at Baum Stadium.

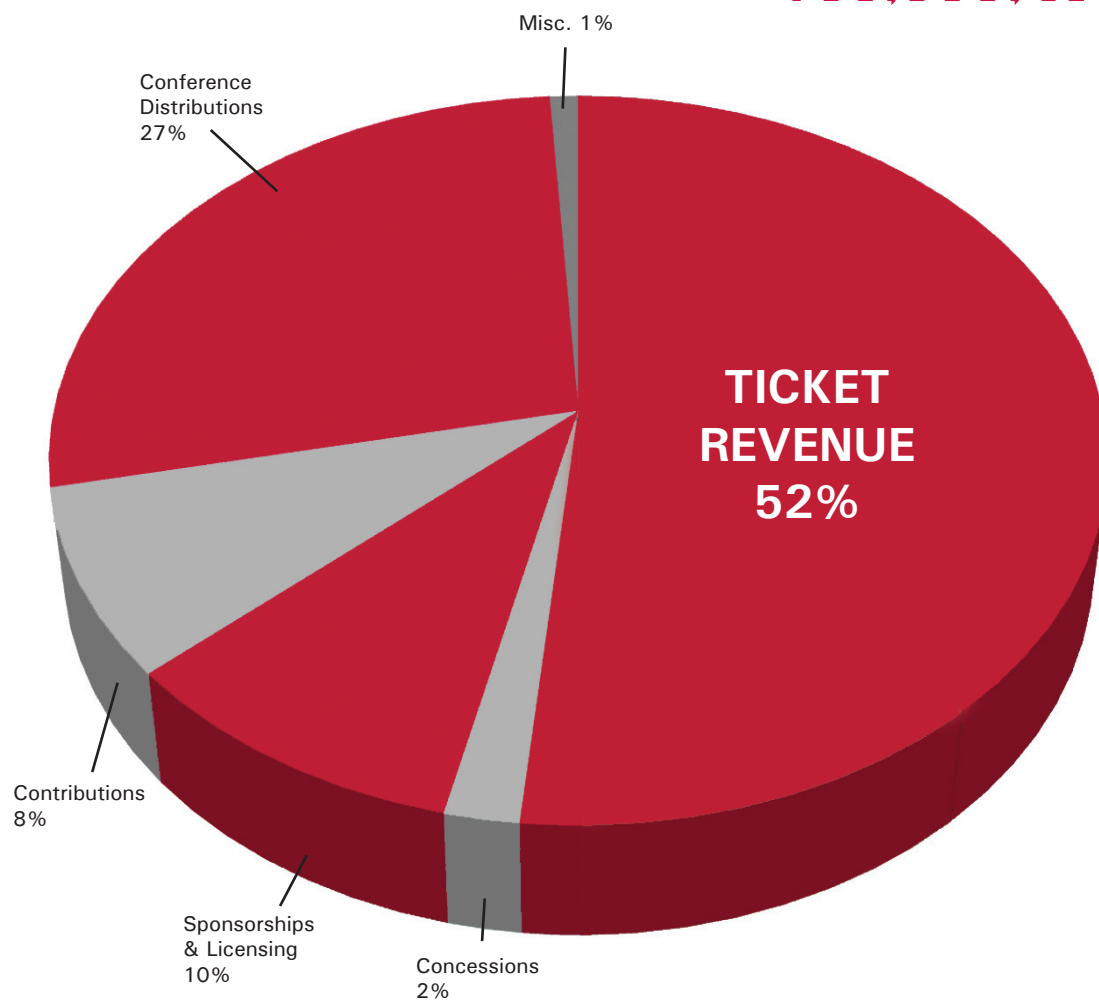
Another high-visibility project that came to a close in 2009-10 was the completion of a new brick column and ironwork fence around the perimeter of Baum Stadium.

For athletes, a new physical measurement testing area known as the "Bod Pod" was installed at the Walker Strength Facility along with other equipment and facility renovations at both the Walker and Lewis Center's Sutton Strength and Conditioning Center.

Financial Reports

Sources of Revenue

\$60,338,475



Contributions Breakdown

Approximately . . .

- \$31 million from Ticket Revenue
- \$16 million from Conference Distribution
- \$6 million from Sponsorships and Licensing
- \$5 million from Contributions
- \$1.2 million from Concessions
- \$600,000 from Miscellaneous



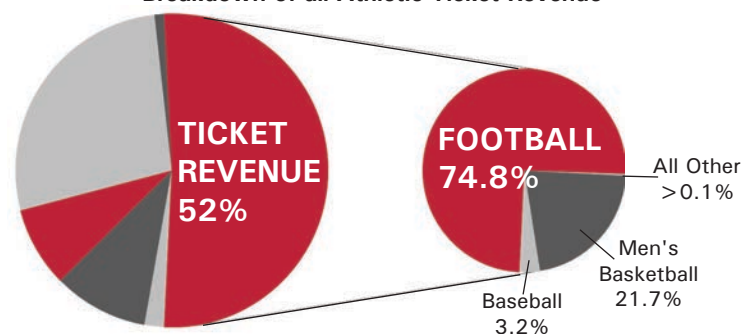
The Value of Southeastern Conference Membership

Conference distributions are a valuable part of the University of Arkansas' overall income, and behind ticket revenue represent the second largest single source of revenue. Growth in the value of the SEC's television contracts have resulted in significant increases in the amount provided to each member.

Where Does the Revenue Come From?

While the University of Arkansas benefits greatly from its membership in the Southeastern Conference, and from various licensing and rights contracts, the majority of its revenues are derived through ticket revenue. This keeps the Razorback Athletic Department among a handful in the nation that are truly self-supporting of their programs. It is also notable that Arkansas' revenue does not include a student activity fee, common at most colleges and universities.

Breakdown of all Athletic Ticket Revenue



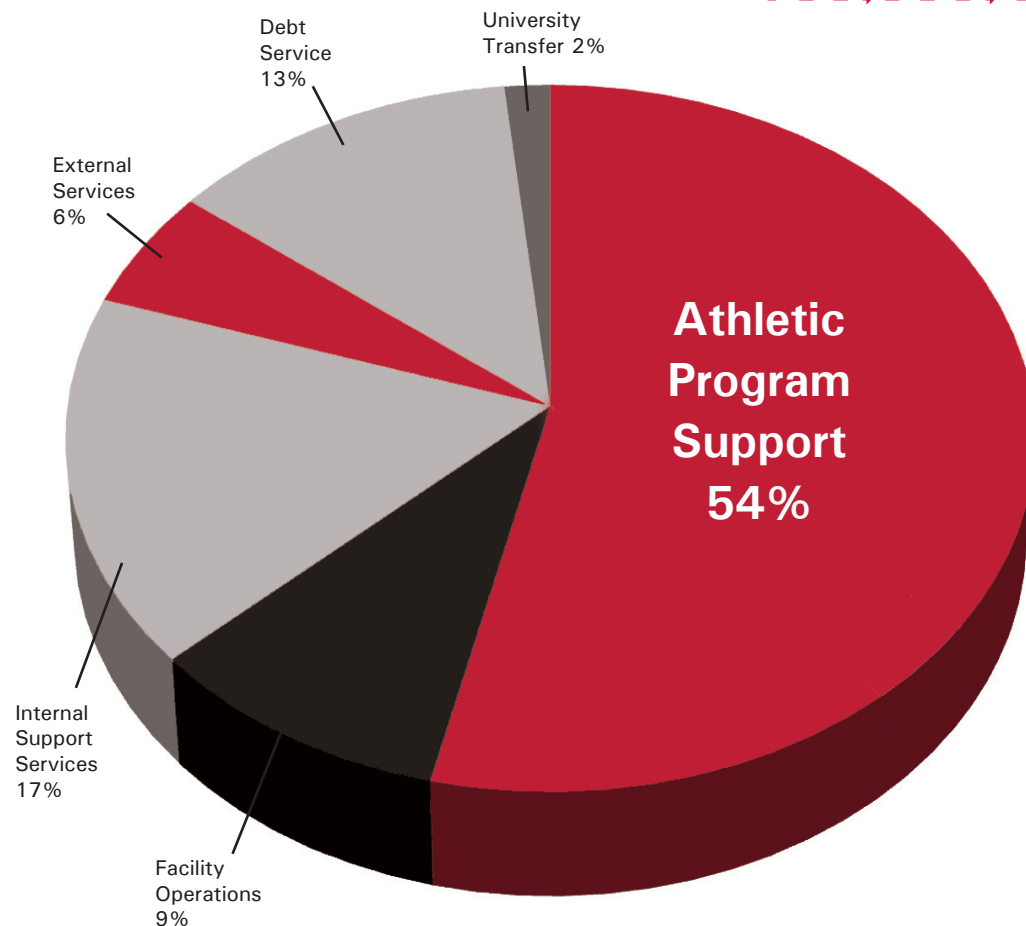
Did You Know?

- Almost 75% of all ticket revenue comes from football ticket revenue
- 39% of the total department revenue comes from football
- 21.7% of all season ticket revenue comes from men's basketball tickets

Financial Reports

Allocation of Funds

\$60,338,475

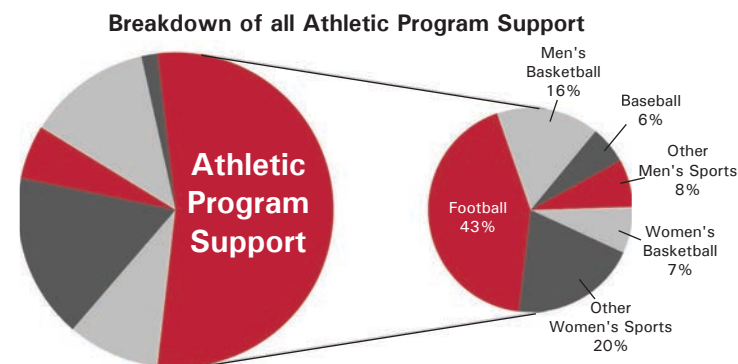


What are Internal Support Services?

Internal support services include items that directly impact student-athletes' welfare such as the athletic training room budget for the entire department, the strength and conditioning centers for all teams, academic center and academic support programs, student development and equipment room services.

How are the Athletic Department's Funds Spent to Benefit Student-Athletes?

When we consider spending for sport, the majority of the athletic department's budget -- 54% -- is used in direct support of the more than 460 student-athletes. When we combine additional internal support services -- training room, weight room and academics, almost 3/4 -- 71% -- of the budget goes to assist Razorback teams.



It is a common misconception that football consumes the majority of the athletic department's spending on individual sports. While football does lead the way, it uses 43% of the amount devoted to teams. All other women's sports (excluding basketball) is next in the allocation to teams with 20%, followed by men's basketball next with 16%, other men's sports at 8%, women's basketball at 7% and baseball at 6%.

University Support

The Razorback Athletic Department's support of university programs was over \$4 million last year, including a direct transfer of \$1 million to academic programs from the SEC's increased television revenue sharing. Examples of the other areas of support include funds provided for the Razorback Band, sports turf program, sports journalism production classes and the athletic trainer degree program.

Financial Comparisons

The Cost to Compete

A leading athletic program in the SEC and the nation requires significant financial resources. Many SEC and BCS schools currently operate with substantially higher levels of financial support than the University of Arkansas.

The average budget for SEC schools last year was over \$75 million, placing the University of Arkansas ninth in the SEC. Our SEC colleagues and peer schools continue to invest more every year to remain competitive in all sports, particularly football and men's basketball.



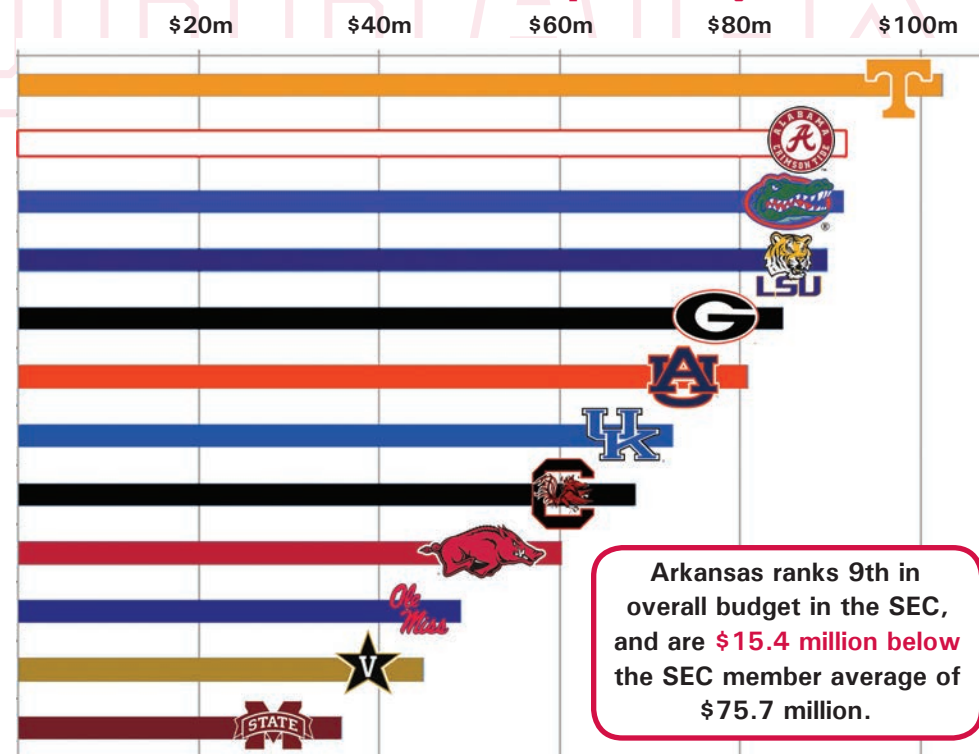
Cost for the 50 Yard Line

Arkansas currently has the lowest cost for specific seating locations in the SEC. Here's a look at the minimum donation for a fan wanting mid-field lower-level football seats:

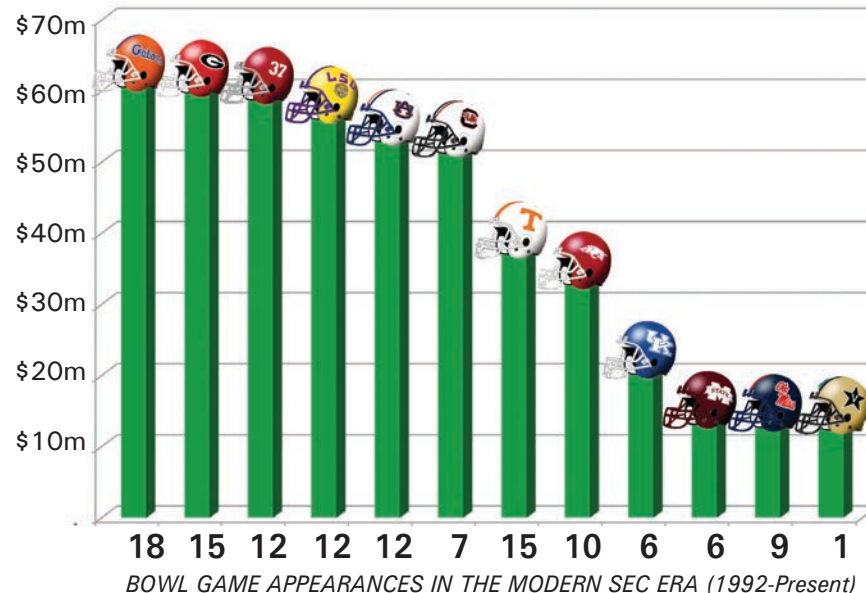
Alabama	\$1,300	Kentucky	\$450
Tennessee	\$1,250	Georgia	\$400
Florida	\$1,000	Miss State	\$350
LSU	\$950	South Carolina	\$325
Ole Miss	\$625	Vanderbilt	\$250
Auburn	\$500	ARKANSAS	\$150

2010 telephone survey of SEC football seating prices.

Southeastern Conference: Total Expense Budgets



Southeastern Conference Football Revenues



The Razorback Foundation, Inc.

Performing the vital role of supporting the student-athletes at the University of Arkansas with financial support, the Razorback Foundation, Inc., made great strides in 2009-10. Working alongside the athletic department, the Razorback Foundation, Inc., cultivated growth in membership and support in the face of uncertain economic times.

Executive Director Harold Horton completed his first full year as the director in 2009-10, and

30

Regional Razorback Club meetings held during 2009-10.

the Razorback Foundation made strides in the annual fund donations for the second consecutive year.

Approximately 900 new donors joined the ranks of the Razorback Foundation during 2009-10, which was in part due



Two important additions to the Razorback Foundation, Inc., staff this past year were two letterwinners, Marvin Caston (left), who will over



see A Club operations; and Jessica Dorrell (right), who will assist with the new Women's Sports fund and annual drive, along with special events.

to an increase in activity by the staff of the foundation. Within the Foundation, many members increased their levels of giving during 2009-10, resulting in 838 contributors at the Broyles-Matthews levels of giving at the 2009 annual meeting's

November accounting, up from 781 in the previous year.

A special goal for the Razorback Foundation in 2009-10 was to personally visit with as many members as possible. As a result, the foundation conducted 30 local or area meetings in conjunction with its network of Razorback Clubs across the state of Arkansas and the

region. With over 7,000 attending at the combined banquets, meetings and special event outings, the foundation staff and Razorback

head coaches were able to help increase the bond between the fan base and the athletic department.

Following last year's creation of a new website, the Razorback Foundation established its own Facebook page and foundation members were encouraged to follow the official Twitter feed. The tweets from @Razorback Foundation allowed members to keep up with more than news on the Razorbacks,



100%

The number of Razorback head coaches and senior administration choosing to become members of the Razorback Foundation, Inc.

The A Club

Another important part of the Razorback Foundation, Inc., is the A Club, the association of former University of Arkansas letterwinners. Open to letterwinners in all 19 sports, the A Club provides a way for those who wore the Cardinal and White to maintain the special bond they built among teammates and with the University of Arkansas. Among the benefits to former Razorbacks are access to the A Club Room at both Fayetteville and Little Rock football games. The members of the A Club also vote on the inductees into the University of Arkansas Sports Hall of Honor. The A Club, in a joint effort with the Razorback Foundation, conducts the annual Hall of Honor banquet each fall to honor the incoming class, who are then honored at the halftime of the first Fayetteville home game of the year (at right).



Key Foundation Numbers

Annual Fund

FY 2010:	\$12,302,965
FY 2009:	\$11,824,171

Total Gifts*

FY 2010:	\$13,231,605
FY 2009:	\$15,511,023

Total Members

10,695
FY 2010
10,587
FY 2009

* -- FY 2009 included approximately \$2.4 million in gifts for specific facility projects.

Financial data information is unofficial as of June 30, 2010, and are subject to adjustments with final completion of accounting for the 2009-10 fiscal year.

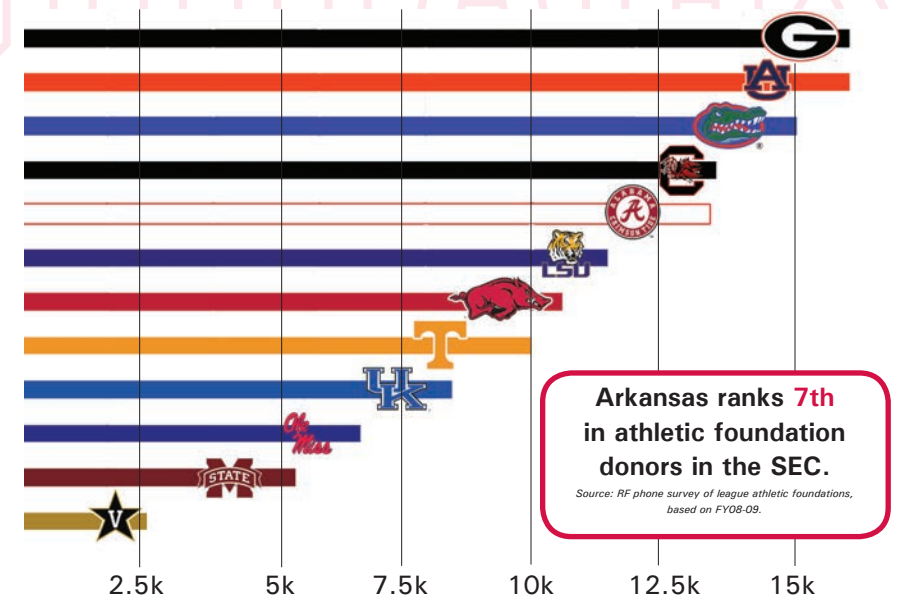
but also quick pictures from club events and reminders of upcoming appearances by Razorback staff members at local Razorback Club events.

In conjunction with the Athletic Department and Razorback Sports Properties, a new monthly newspaper, *Inside Razorback Athletics*, was added for members.

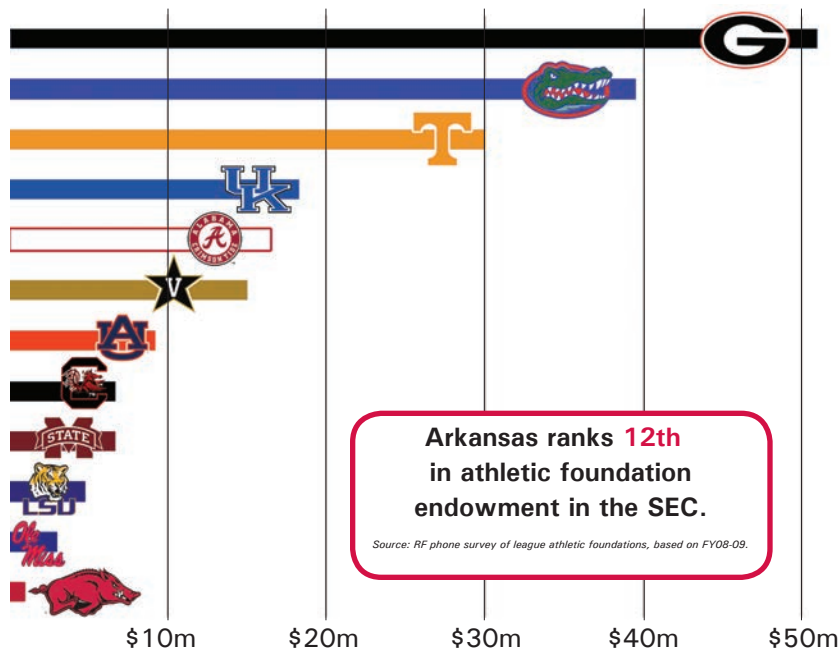
After a year of preparation, the Razorback Foundation absorbed the former annual drives of the previously separate women's foundation, and created at the close of 2009-10 for the upcoming academic year an annual fund drive to support women's sports and one to help support men's Olympic sports. These join the current annual fund drives for football, men's basketball and baseball.

With the establishment of the women's fund, the Razorback Foundation now receives donations for all 19 intercollegiate sports programs offered by the University.

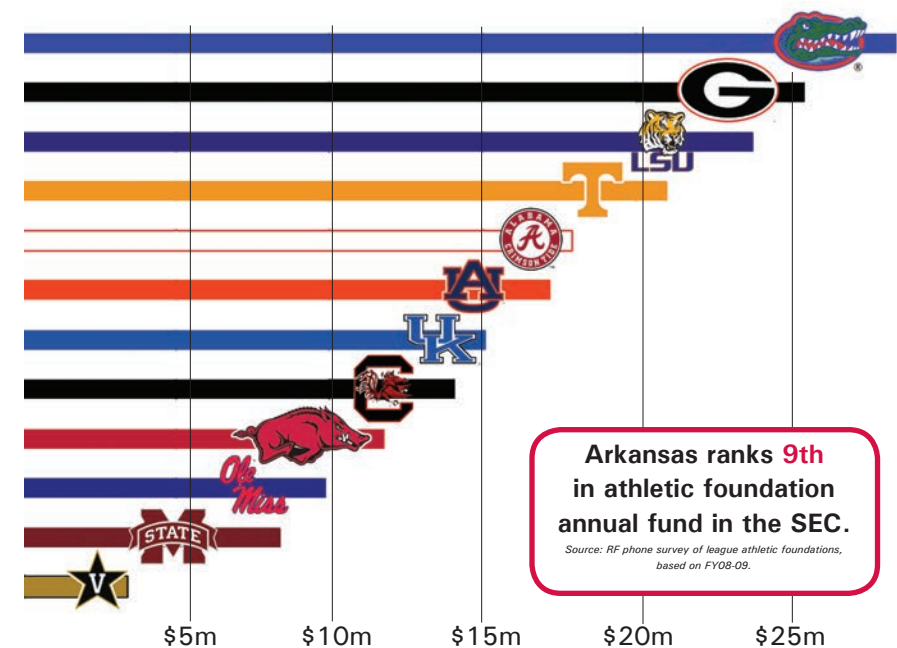
Foundations: Total Donors



Foundations: Endowments



Foundations: Annual Fund



Fan Leadership

It starts as a low rumble – in the stands, at home in front of the television or in groups large and small in all corners of the state, throughout the nation and around the world. The tradition and rich passion of the Arkansas Razorbacks embodied in its signature chant.

Woooooooooooooooooooo . . .

The call that represents more than the University of Arkansas, more than the Razorback Nation, it encompasses the entire state of Arkansas. It is the defining sound of one of the most recognizable and successful intercollegiate athletic programs in the nation. Our fans, our call and our mascot, are recognized across the country as distinctly synonymous with the Razorback program.

PIG! SOOIE!

As a Razorback Foundation member, you belong to one of the most passionate group of fans in the world. This is our state. This is our team. This is our turn.

RAZORBACKS!!

Are you ready to answer the call?

The Razorbacks truly are one of the most unique mascots in America. There's nothing like calling those Hogs. For more than 100 years, the Razorbacks have given their fans so many great memories. Memories that last a lifetime and continue to be passed on to new generations of Razorback fans.

You remember the 1978 Orange Bowl. You remember defeating No. 1-ranked Texas in 1981 and beating defending SEC Champion LSU in 2002 in the "Miracle on Markham." You remember our National Championship seasons in football in 1964 and basketball in 1994.

From Bentonville to Eudora, from Texarkana to Jonesboro, the Razorbacks are truly the tie that binds the entire state. And the support of the Razorback Nation will be essential to the future success of our program, and we're depending on you.

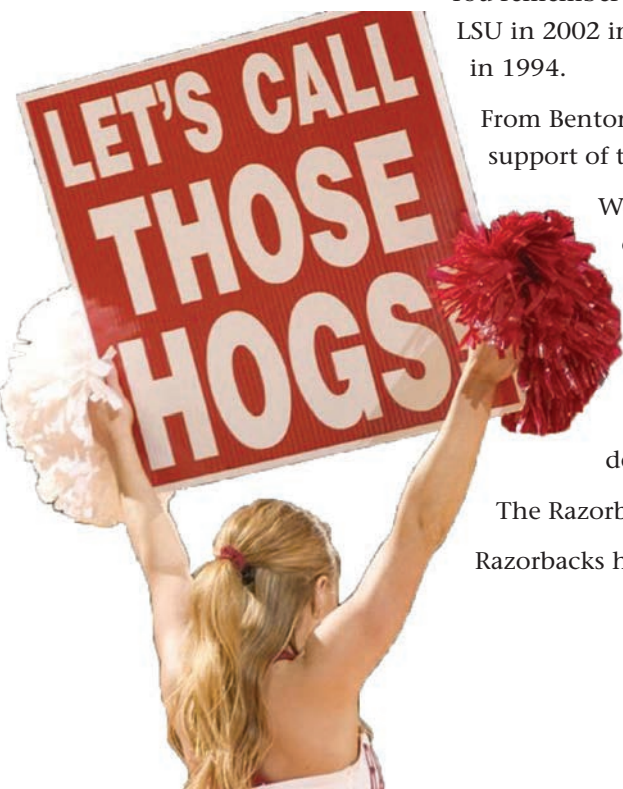
We are now a combined athletic program with 460 student-athletes in 19 sports, competing in the toughest conference in America.

Our dedicated student-athletes deserve the opportunity to prepare physically and mentally in the best facilities and with the best resources possible.

Although we have always prided ourselves on doing more with less, our competition has improved and continues to improve. The support of the Razorback Nation will be essential to the future success of our program and we're depending on you. Now it's our turn to respond.

The Razorbacks bring us all together. Now it is time for the Razorback Nation to pull together and like never before.

Razorbacks have always responded and we know that all those who love the Razorbacks will continue to answer the call!



A large, dense crowd of people, likely fans, with their hands raised in the air, suggesting a game or event. The crowd is diverse in age and appearance, and the overall atmosphere is one of excitement and anticipation. The text is overlaid on the image, with a semi-transparent background.

**For decades, Arkansas fans have Called the Hogs.
In the coming months, the Hogs will be calling on you.**

It is our turn to answer the call!

University of Arkansas

Department of Intercollegiate Athletics

P.O. Box 7777

Fayetteville, AR 72702-7777

ARKANSAS